



# Actual



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## Fairs

**CONXEMAR VIGO - ES**  
7-9/10/2014  
Stand H17  
[www.conxemar.com](http://www.conxemar.com)

**SIAL PARIS - F**  
19-23/10/2014  
Hal 5A – Stand T111  
[www.sialparis.fr](http://www.sialparis.fr)

**ALLES FÜR DEN GAST  
SALZBURG - AT**  
8-12/11/2014  
Hal 10 – Stand 1206  
[www.gastmesse.at](http://www.gastmesse.at)

**HORECA EXPO GHENT - BE**  
23-27/11/2014  
Hal 8 – Stand 8319  
[www.horecaexpo.be](http://www.horecaexpo.be)

## Ardo in action!

The Tour de France, Hockey World Cup and of course the Football World Cup in Brazil: this summer was packed with sports events that kept half the world glued to the TV. We've not been sitting still at Ardo either. We have introduced a 'Fit@Ardo' programme, where we organise various health and sport-related activities. You know the saying – 'healthy mind, healthy body'.



There's lots' going on in our 'fresh-frozen' world too. In the US, a huge budget has been set aside **to promote the many benefits of fresh-frozen food**. In the Netherlands and Germany, campaigns have been launched to reward the best retailers and producers of fresh-frozen food. In Belgium the Vegebe (union of the Belgian vegetables processing sector and the trade in vegetables for processing) has launched a new website and a leaflet about fresh-frozen vegetables.

The frozen fruit and vegetable sector is more active than ever, Ardo doesn't want to be left behind. **So we are continuing to invest**. Our sites in Zundert (NL), Geer (B) and Ashford (UK) have **new storage and distribution centres and the packing lines** in Zundert (NL), Alpiarça (PT) and Saint Sever (F) **have been extended**.



**Sustainability** remains very important to Ardo. In Ardoie (B), rainwater is now converted into drinking water and green landscaping is being rolled out on all sites. **Environmentally-friendly Ardo Actual**. You might hardly notice the difference, but it makes a big difference for the environment: Ardo Actual is printed entirely on recycled paper. Where possible, we are also doing the rest of our printing on environmentally-friendly FSC paper using water-based inks.



Want to find out more about what Ardo is doing in all these areas? We'll be happy to talk to you about this at one of the upcoming **autumn trade fairs**, where you can also try the **latest Ardo products**. We look forward to seeing you there!

# Our range in a nutshell

## Classics

An extensive range of user-friendly blanched vegetables, both classics and new varieties.



Fennel



Okra



Beansprouts



Retro vegetable mix



Sugar snap peas

## eXpress

A wide range of pre-cooked, blanched, pre-roasted or grilled products.



Tagliatelle



Andalusian mix



Potato Rusica



Wild rice mix



Prefried onions

## à table

Prepared vegetables, with subtle herbs and/or a complementary sauce.



Insalata Mediterranea



Risotto Spinaci



Roast Supreme



Letscho

## Les Fruits

A varied range of perfectly ripe, fresh-frozen fruit and fruit mixes that are immediately ready for use.



Fruit brunoise



Red rhubarb



Tropical fruit mix



Banana fruit puree



Blueberries

## Les Tapas

Tasty fried vegetable snacks. A tasty and funny way to get children to eat vegetables.



Onion rings



Vegetable burgers



Crispy crumb coated vegetables



Broccoli nuggets

## Bio Organic

A varied and high-quality range which draws on Ardo's many years of experience in organic market gardening.



Tomatoes



Mushrooms



Leeks



Broccoli mix



Creamed spinach

## Fines Herbes

A wide variety all year round herbs, easily portionable.



Dill



Shallots



Chives



Garlic



Basil



September is traditionally the month during which an initial review of the previous harvest year is prepared.



## Spinach

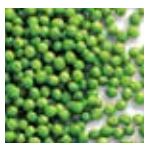
The winter and spring harvests went to our satisfaction. Demand for spinach and dishes made with spinach is on the rise.

Production schedules have been optimised, which has led Belgium to exceed 100,000 tonnes of production for the first time in 2014. An excellent performance!



## Carrots

The crop and production of baby carrots both took place under good conditions. Quality and volume are on schedule.



## Garden peas

The initially good start to the pea harvest could not be sustained throughout the entire harvesting period. Due to erratic weather conditions, and particularly heavy rainfall, we were obliged to discard over-ripe fields in order to stabilise the excellent standard of quality. In the end, a maximum of 95% of the planned harvest volumes will be achieved. Things were somewhat tougher for the organic pea crops, which in some cases delivered up to 30% less yield. In contrast, consumption of organic vegetables in all market segments is on the rise,



## Cauliflower

Production of planned volumes is on schedule. The quality is superb.



## Beans

The harvest is still underway. There are no specific comments at this time.



## Peppers

The harvest began around mid-July in Portugal and mid-August in Spain. There is a positive outlook in both cases in terms of quality and planned volumes.



## Courgettes

The harvest was normal, as was the quality.

The other autumn and winter vegetables (onions, cabbages, leeks, Brussels sprouts, celery, black salsify, etc.) are progressing well. There will be more about the final results in our December edition.

## Fruit

The harvest results for most types of fruit were as planned, with a good quality and the anticipated volumes.

**Fresh-frozen is becoming more global and discovering new horizons.** Meanwhile, in Europe, the markets are stagnating due to the high availability of fresh vegetables and fruit. Outside of Europe, on the other hand, the fresh-frozen vegetables and fruit market is quickly on the rise thanks to their quality and convenience.

Edition August 2014

## Saving natural resources

Ardo continues to make every effort to manage the use of electricity, fuel and water in a sustainable and more efficient way. This is paying off, as year-on-year we are managing **to save more natural resources**. A policy that we naturally intend to continue!

### Annual comparison

#### Evolution of figures 2013 versus 2012

Electricity	- 1,3%
Fuel	- 1,0%
Water	- 4,5%



## The birds and the bees ...

Bumble-bees and bees are an important link in the food chain, but are finding it harder and harder to survive. At Ardoe we are doing all we can to protect these useful creatures. Two hectares of unused factory grounds have been sown with different flower mixtures. We have even built a **bee hotel**. In this structure made of bamboo tubes and pieces of wood, bumble-bees and solitary bees can find a place to shelter for their hibernation.



## Ardo Geer wins Sustainable Partnership Award

Ardo Geer (B) now has a new trophy to add to its collection – the 'Belgian Sustainable Partnership Award'.

This award is for **innovative partnerships offering solutions for social issues**.

Ardo Geer took part in the 'Haut-Geer Nature Reserve' project, a win-win partnership with two other organisations:

NGO Natagora and Appligeer, an organisation of vegetable growers. Together they have managed to **preserve a 26-hectare nature reserve** – a paradise for native birds and bird lovers. The project is also in the running for a European Sustainable Partnership Award.

# Spotlight on the autumn trade fairs



## CHERRY TOMATOES

Really juicy with an intense red colour.  
CHT610 - 4x2.5kg  
CHT810 - 1x10kg



## OVENDRIED TOMATOES

A touch of Mediterranean flavour with the perfect texture. Easy to serve, not too oily.  
TOG310 - 10x1kg



## CURLY KALE IQF "LOOSE LEAVES"

This delicious and highly nutritious autumn and winter vegetable is ideal for mash, salads or a stir-fry.  
KGI410 - 6x1.5kg



## VEGETABLE FRIES

These carrot and parsnip fries, pre-fried in sunflower oil, are deliciously crunchy. They make a tasty snack and will liven up lots of dishes.  
UWP210 - 4x2kg  
UWP510 - 12x500g

Find out more about these products with Layar. Download the app and scan these pictures for extra information.



INTERACTIVE PRINT



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## HALF AVOCADO

These perfectly ripened avocados are ideal for preparing guacamole or as an addition to many dishes and shapes.  
XAV310 - 10x1kg



## ITALIAN HERB MIX

This spicy Mediterranean herb mix is ideal for adding an exciting touch of flavour to any dish.

KIM210 - 5x1kg



## BLACK OLIVES SLICES

These delicious olives make an ideal ingredient for a variety of Mediterranean dishes or pizzas.

OLZ310 - 10x1kg

OLZ810 - 1x10kg



## SPINACH 'FOGLIA'

These attractive looking 'spinach layers' are harvested while still very young and are therefore extremely tender.

S6B610 - 4x2.5kg



## GRILLED VEGETABLES

With even better grill markings. A delight for the eyes and the taste buds.



Discover our range of grilled vegetables with

layar

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# Ardo News

## Lots of culinary tips on Ardo website

Looking for great preparation tips for Ardo products? Then head over to the 'Ardo TV' section on [www.ardo.com](http://www.ardo.com). In several **short but inspiring films**, our Belgian culinary adviser Peter De Wandel offers you many handy and culinary tips for preparing simple dishes using new Ardo products, among others. Make sure you visit [www.ardo.com](http://www.ardo.com)



## Follow Ardo on Facebook and LinkedIn



Have you liked our Facebook page? Make sure you do! Like us on [www.facebook.com/freshfrozenvegetablesandfruits](https://www.facebook.com/freshfrozenvegetablesandfruits). We post lots of tips and interesting facts there.

Did you also know there is an Ardo LinkedIn page? This is where we publish purely company-related information. Are you connected with us?

Make sure you follow us on [www.linkedin.com/company/ardo](https://www.linkedin.com/company/ardo)



## Mochňa

Ardo is launching a complete **image communication campaign for retail brand Mochov** in the Czech Republic.

A mixture of in-store promotions, consumer competitions, a microsite, a PR campaign and several adverts will give the

brand and its top products a big boost in the autumn. The campaign centres on Mochňa the iceman, who highlights all that's good about Mochov products.

## New Ardo corporate film

To capture all that's good about Ardo on film, we have made a new commercial corporate movie. Wondering what it's like? See the result at [www.ardo.com](http://www.ardo.com)



Watch our corporate movie with

layar

INTERACTIVE PRINT

# Culinary Ardo



Our culinary advisor in France, Etienne Gavet-Durr, created an original and tasty menu based on Ardo's products. Here you can already discover some suggestions for the most delicious recipes.

**Detailed information and the preparation of these recipes is available under the Culinary Ardo section of our website**  
[www.ardo.com/en/recipes](http://www.ardo.com/en/recipes).

## Ingredients 4 people

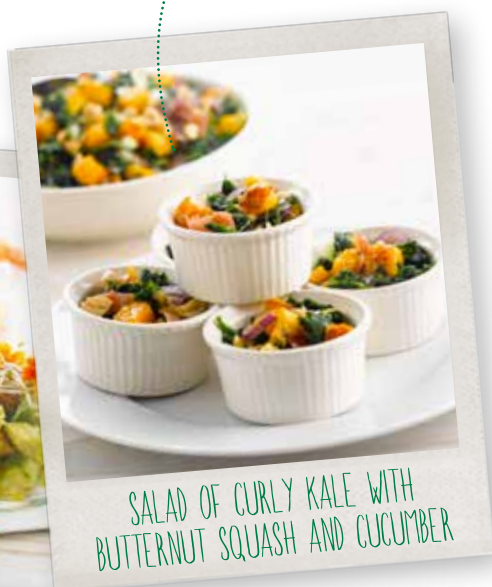
300g Ardo curly kale  
 200g cubes of Ardo butternut squash  
 60g Ardo cucumber  
 30g Ardo sliced red onion  
 2 tsp. soy sauce, 2 tsp. fresh ginger, 1 tbsp. fresh lemon juice,  
 2 tsp. sesame oil, 1 tsp. sugar, 1 tbsp. water  
 1/2 tsp. salt, 1/3 tsp. pepper



AVOCADO & PRAWN TARTARE

## Ingredients for 4 people

2 half perfectly ripened Ardo avocados  
 A few Ardo oven-dried tomato segments  
 Sunflower seeds, pumpkin seeds and pine nuts  
 6 large, cooked prawns  
 The zest and juice of a lemon  
 1 tbsp. avocado oil (or pistachio or olive oil)  
 Pepper, salt, esepette pepper



SALAD OF CURLY KALE WITH BUTTERNUT SQUASH AND CUCUMBER

## Ingredients 4 people

100g Ardo grilled peppers  
 20g Ardo chives  
 150g cream cheese  
 4 wraps (with a diameter of 25cm)  
 150g Mediterranean vegetable tapenade (see on [www.ardo.com](http://www.ardo.com))  
 100g rucola  
 Black pepper



WRAP WITH MEDITERRANEAN VEGETABLES, CREAM CHEESE AND RUCOLA

*Delicious*



Ardo N.V. Wezestraat 61 B-8850 Ardoie - T +32 51 310621 - F +32 51 305997 - [www.ardo.com](http://www.ardo.com) - [info@ardo.be](mailto:info@ardo.be)

+45 65 310310 - +49 2102 2028 0 - +44 1233 714714 - +33 297 234876 - +353 12 957355 - +31 765 999999 - +351 243 559 230

+7 499 682 73 54 - +34 955 660 648 - +420 326 597 045 - +386 5 658 25 00 - +86 21 6473 8068 - +43 7476 77222 - +43 2249 35350

+46 (0)8 768 1550 - +36 87 4827 32 - +39 (0)5 21 92 99 12 - +407 29786684 - +48 510 080 311

Ardo, close to its customers  
worldwide

In order to stay close to our customers,  
we have a number of sales offices with  
dedicated sales staff. They are able to follow  
up on your interests in Retail, FoodService  
or Food Ingredients and react quickly to any  
questions.



We preserve nature's precious gifts

[www.ardo.com](http://www.ardo.com)

 **Ardo N.V.**  
**Wezestraat 61**  
**B-8850 Ardooie**  
**T +32 51 310621**  
**F +32 51 305997**  
**info@ardo.be**

	+45 65 310310
	+49 2102 2028 0
	+44 1233 714714
	+33 297 234876
	+353 12 957355
	+31 765 999999
	+351 243 559 230
	+7 499 682 73 54
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	+420 326 597 045
	+386 5 658 25 00
	+86 21 6473 8068
	+43 7476 77222 +43 2249 35350
	+46 (0)8 768 1550
	+36 87 4827 32
	+39 (0)5 21 92 99 12
	+407 29786684
	+48 510 080 311